IN THE CLAIMS

Claims 1 - 8. (Cancelled)

9. (Currently Amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of <u>mobile</u> information processing units over ~~a~~<u>the</u> network, the method of personalized profile based advertising on <u>one of the</u> ~~a second~~ hub processing unit<u>s</u> ~~comprising a merchant server~~ comprising ~~the steps of~~:

~~registering by sending registration information to a hub processing unit;~~

receiving location data and user profile data ~~about~~ from a<u>t</u>n <u>least one mobile</u> information processing unit ~~a first hub processing unit~~<u>, wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit</u> ;

generating a personalized advertisement <u>which includes a map which</u> is based upon the ~~received~~ location data as well as a user profile data associated with the <u>mobile</u> information processing unit<u>, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement</u>; and

forwarding the personalized advertisement to the <u>mobile</u> information processing unit for display ~~on an output device~~.

10. (Currently Amended) The method as defined in claim 9, wherein the <u>mobile</u> information processing units comprise <u>mobile</u> information processing units selected from ~~the~~<u>a</u> group of information processing units consisting of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

11. (Cancelled)

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12. (Currently Amended) The method as defined in claim 9, wherein the ~~step of~~ generating a personal advertisement further comprises ~~the sub-steps of~~:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

~~searching for advertisements in a database associated with the second hub processing unit for any ad profiles that match a user profile and if there are ads that match then performing the secondary sub-steps of:~~

~~determining whether or not a user location is close to a sales location and if user location is close to a sales location then performing the tertiary sub-steps of:~~

~~adding personal data into the advertisement; and~~

~~terminating the generating of personal advertising step;~~

~~wherein if the user location and sales location are not if user location is close to a sales location then performing the tertiary sub-steps of:~~

~~adding personal data into the advertisement; and terminating the generating of personal advertising step;~~

~~wherein if there are no advertisements that match a user profile then terminating the generating of personal advertising step.~~

13. (Currently Amended) The method as defined in claim 12, wherein the adding of at least part of ~~personal~~ user profile data for display on the mobile information processing unit includes adding profile data ~~tertiary sub-steps further comprise adding personal data~~ selected from ~~the~~a group of ~~personal~~profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to ~~the~~a user.

14. (Currently Amended) A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over a~~the~~ network, the method of personalized profile based advertising on a first hub processing unit comprising ~~the steps of~~:

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~~detecting an active information processing unit;~~

~~connecting to the active information processing unit;~~

requesting ~~user~~ location <u>data</u> ~~records~~ and <u>user</u> profile <u>data</u> from ~~the active information~~ <u>at least one mobile information processing unit, wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit;</u> ~~processing unit and if the location records exist then performing the sub-steps of:~~

~~receiving active information processing unit location records;~~

~~searching for sales locations close to the user location records;~~

determining if the ~~user~~ location ~~data~~<u>records</u> indicate if ~~a user~~ <u>the mobile information processing unit</u> is <u>within a</u> sales location and

~~if the user is in a sales location then performing the sub-steps of:~~ <u>loading in response to the mobile information processing system being within the sales location forwarding to the mobile information processing system for display thereon, an interior</u> map of the sales location ~~information from a first map database~~ <u>which includes a personalized advertisement based upon the location data as well as user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a destination within the sales location linked to the advertisement.</u>

~~determining if a user profile exists and if a user profile exists then performing the sub-steps of:~~

~~searching for a product in a products database;~~

~~determining if any product matches the user profile; and if a product matches the user profile then performing the sub-steps of:~~

~~generating a first map;~~

~~sending the first map to the active information processing unit;~~

~~wherein if no product matches the user profile then performing the sub-steps of:~~

~~generating a second map;~~

~~sending the second map to the active information processing~~
~~unit;~~
~~wherein if a user profile does not exist then performing the~~
~~sub-steps of:~~
~~generating a third map;~~
~~sending the third map to the active information~~
~~processing unit;~~
~~wherein if the user location records indicate that a~~
~~user is not in a sales location then performing the sub-steps~~
~~of:~~
~~loading map information from a second~~
~~map database;~~
~~determining user direction from the user~~
~~location records;~~
~~creating a fourth map;~~
~~sending the fourth map to the active information~~
~~processing unit;~~
~~wherein if the user location records do not exist then~~
~~performing the sub-steps of:~~
~~receiving an error message from the active~~
~~information processing unit.~~

15. (Currently Amended) The method as defined in claim 14, wherein ~~the first hub~~
~~processing unit comprises an advertisement server~~ in response to the mobile
information processing system being outside the sales location forwarding to the mobile
information processing system for display thereon, a directional map to the sales
location which includes a personalized advertisement based upon the location data as
well as user profile data associated with the mobile information processing unit, wherein
the map provides directional information dependent on the velocity of movement of the
mobile information processing system to the sales location linked to the advertisement.

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16. (Currently Amended) The method as defined in claim 14, wherein the mobile information processing units comprise information processing units selected from a group of information processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

Claims 17 – 22 (Cancelled).

23 (New) A computer program product for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the computer program product comprising:

a computer readable storage medium readable by a processing circuit and storing computer instructions for execution by the processing circuit for performing a method comprising:

receiving location data and user profile data from at least one mobile information processing unit, wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit ;

generating a personalized advertisement which includes a map which is based upon the location data as well as a user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement; and

forwarding the personalized advertisement to the mobile information processing unit for display.

24. (New) The computer program product of claim 23, wherein the mobile information processing units comprise mobile information processing units selected from a group of information processing units consisting of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

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25. (New) The computer program product of claim 23, wherein the generating the personal advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

26. (New) The computer program product of claim 25, wherein the adding of at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

27 (New) A hub processing system for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the hub processing system comprising:

means for receiving location data and user profile data from at least one mobile information processing unit, wherein the location data includes at least two records for determining a velocity of movement of the mobile information processing unit ;

means for generating a personalized advertisement which includes a map which is based upon the location data as well as a user profile data associated with the mobile information processing unit, wherein the map provides directional information dependent on the velocity of movement of the mobile information processing system to a sales location linked to the advertisement; and

means for forwarding the personalized advertisement to the mobile information processing unit for display.

28. (New) The hub processing system of claim 27, wherein the mobile information processing units comprise mobile information processing units selected from a group of information processing units consisting of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

29. (New) The hub processing system of claim 27, wherein the means for generating

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the personal advertisement further comprises:

means for adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

30. (New) The hub processing system of claim 29, wherein the means for adding of at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

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